

# MISSOURI DIVISION OF TOURISM

MAY 2020 TRAVEL BAROMETER  
(DATA AVAILABLE AS OF 6/12/20)





# Missouri Travel Barometer



The Missouri Division of Tourism research team analyzes a range of tourism research metrics in order to provide the Missouri travel industry and the MDT staff with a monthly *Missouri Travel Barometer*.

The barometer shows key travel indicators that illustrate various measurements affecting Missouri's tourism industry and are indicators of its health.

# Missouri Travel Barometer

The effect of Covid-19 first hit the week ending 2/29



## STR Lodging Trends – Week Ended May 30, 2020

**OCCUPANCY**  
was down  
**47.5%**  
as compared to  
the same week in  
2019

**STATEWIDE  
DEMAND**  
**DECREASED**  
**50.4%**

**ADR**  
(Average Daily Room Rate)  
**DECREASED**  
**26.3%**

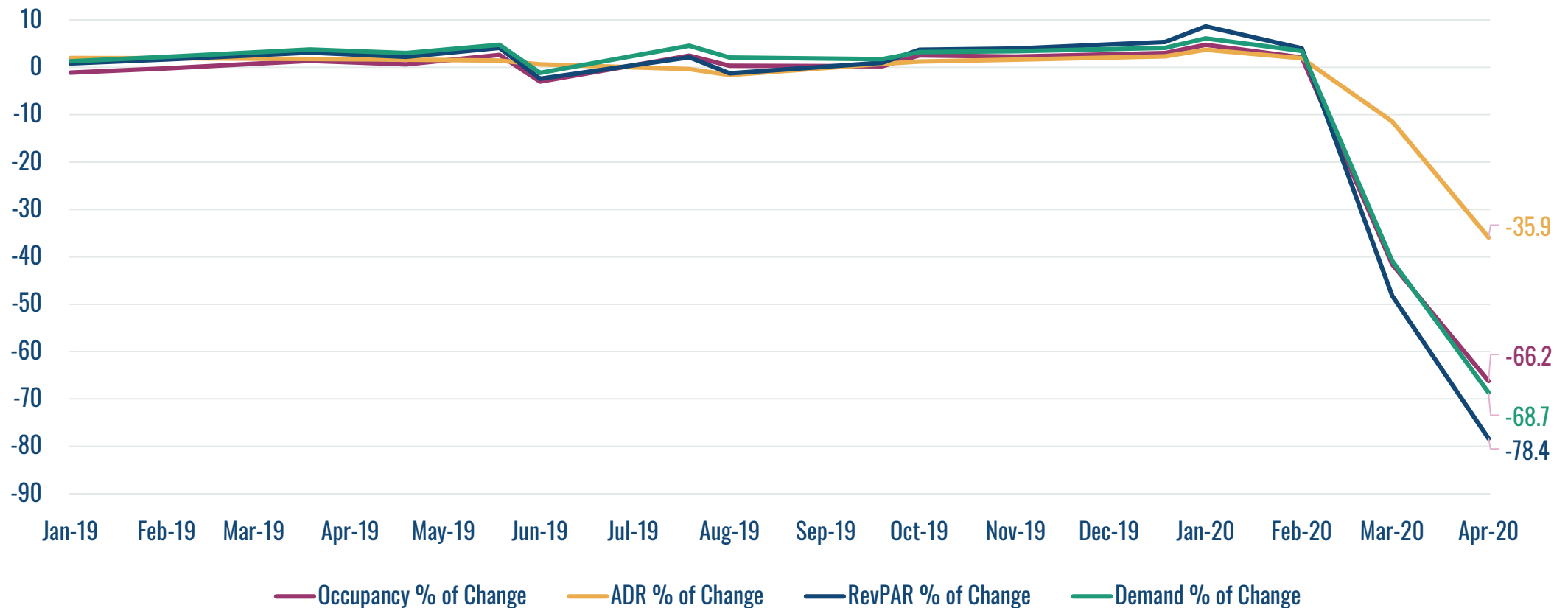
**RevPAR**  
(Revenue per Available Room)  
**DECREASED**  
**61.3%**

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## STR Monthly Lodging Trends Percentage of Change

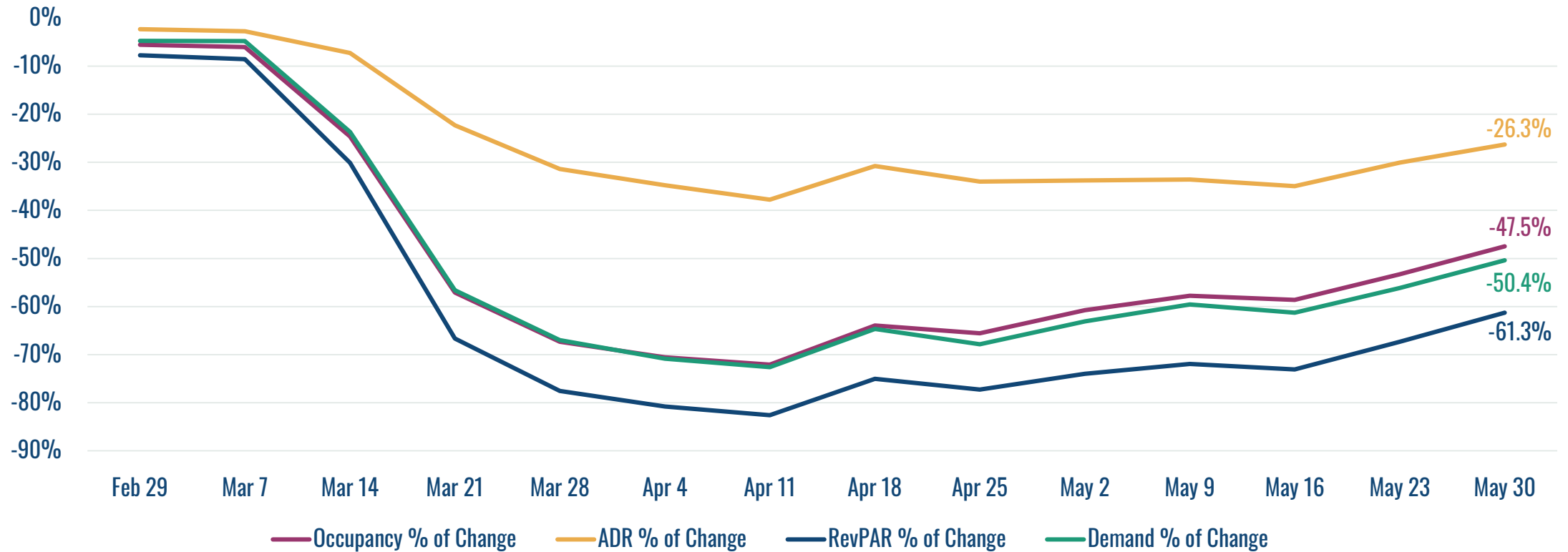


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## STR Weekly Lodging Trends Percentage of Change

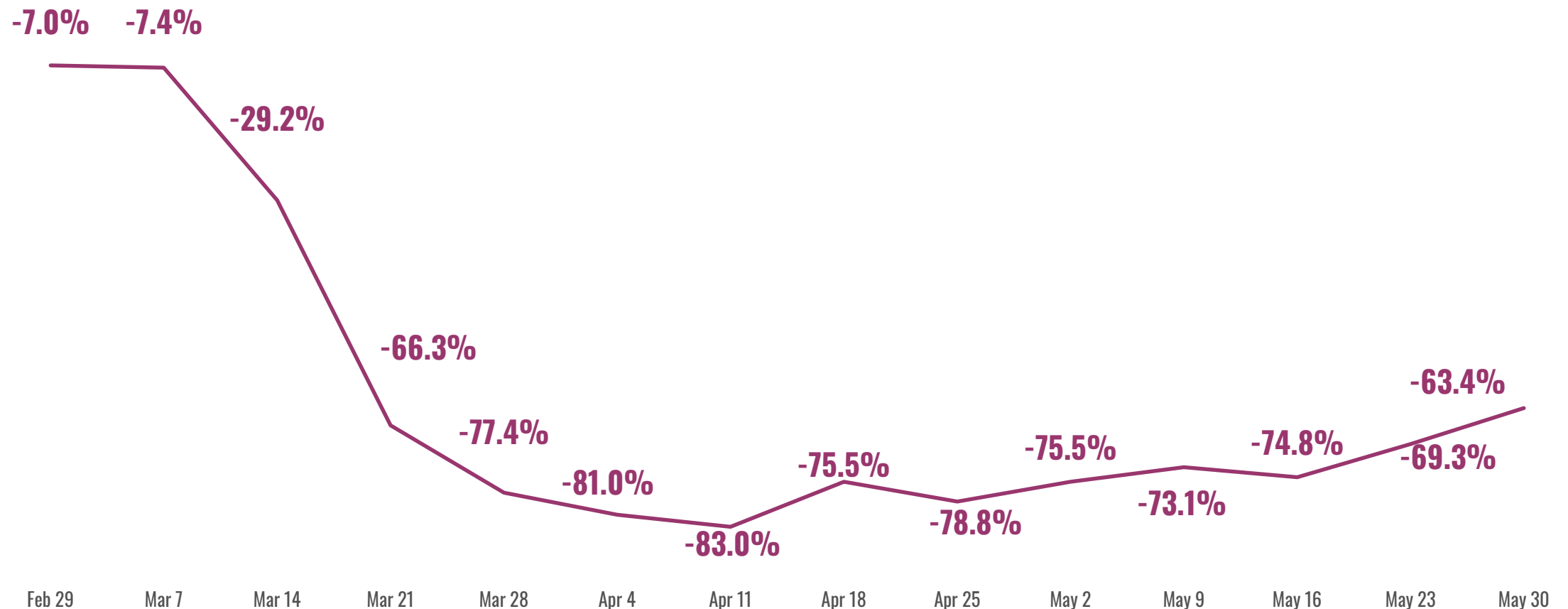


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The effect of Covid-19 first hit the week ending 2/29



## Weekly Missouri Lodging Revenue % of Change from Prior Year



# Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



## NAICS Tourism business sales through March 2020

**March  
2020 saw a**  
**-37.1%**  
(**\$475.1 million**)  
**DECREASE**  
**in tourism-related sales**  
**revenue compared to March**  
**2019**

**For FYTD20,  
preliminary reports  
for Jul-Mar indicate a**  
**-1.8%**  
(**\$189.1 million**)  
**DECREASE**  
**in tourism-related**  
**sales revenue**

**For CYTD20,  
preliminary reports  
for Jan-Mar show a**  
**-9.8%**  
(**\$317.7 million**)  
**DECREASE**

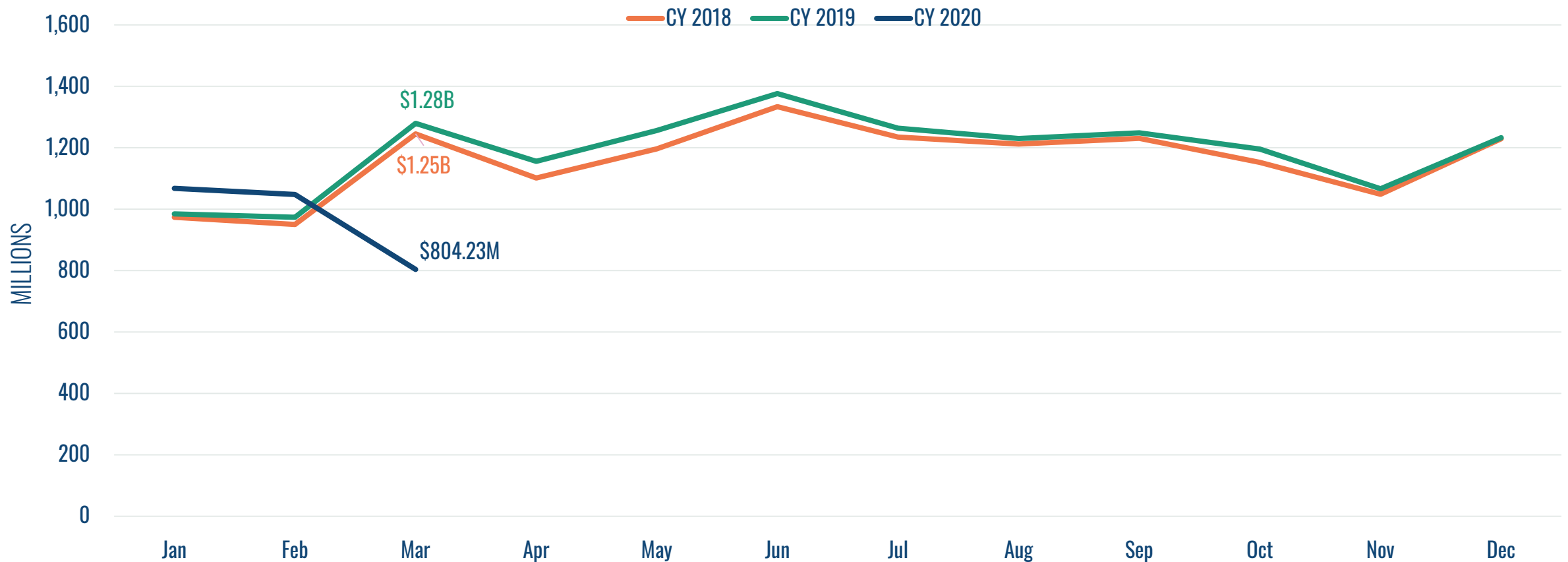


# Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



## CY Sales Revenue from Tourism-Related NAICS



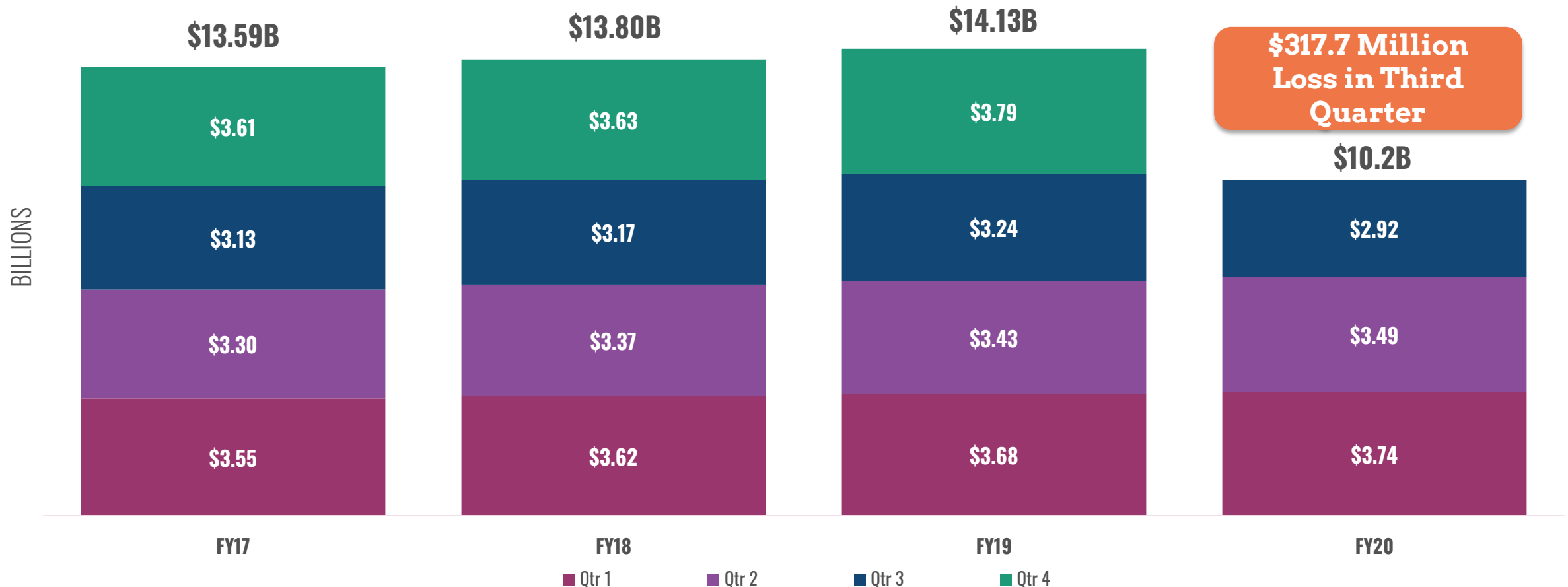


# Missouri Travel Barometer

NAICS codes fluctuate by month and by season even in a normal year.



## FY Sales Revenue from Tourism-Related NAICS

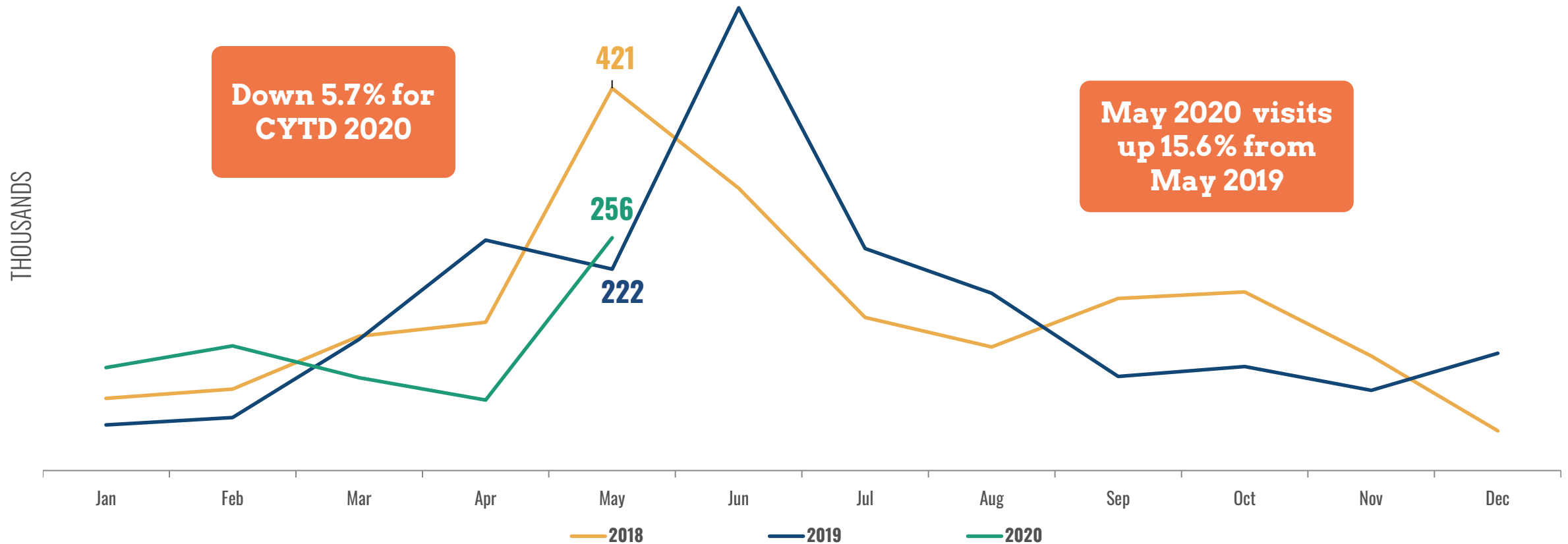


# Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020.

## Visits to VisitMO.com by Month



May 2018 was the first full month of the new VisitMO website. Covid-19 began early 2020.

Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.

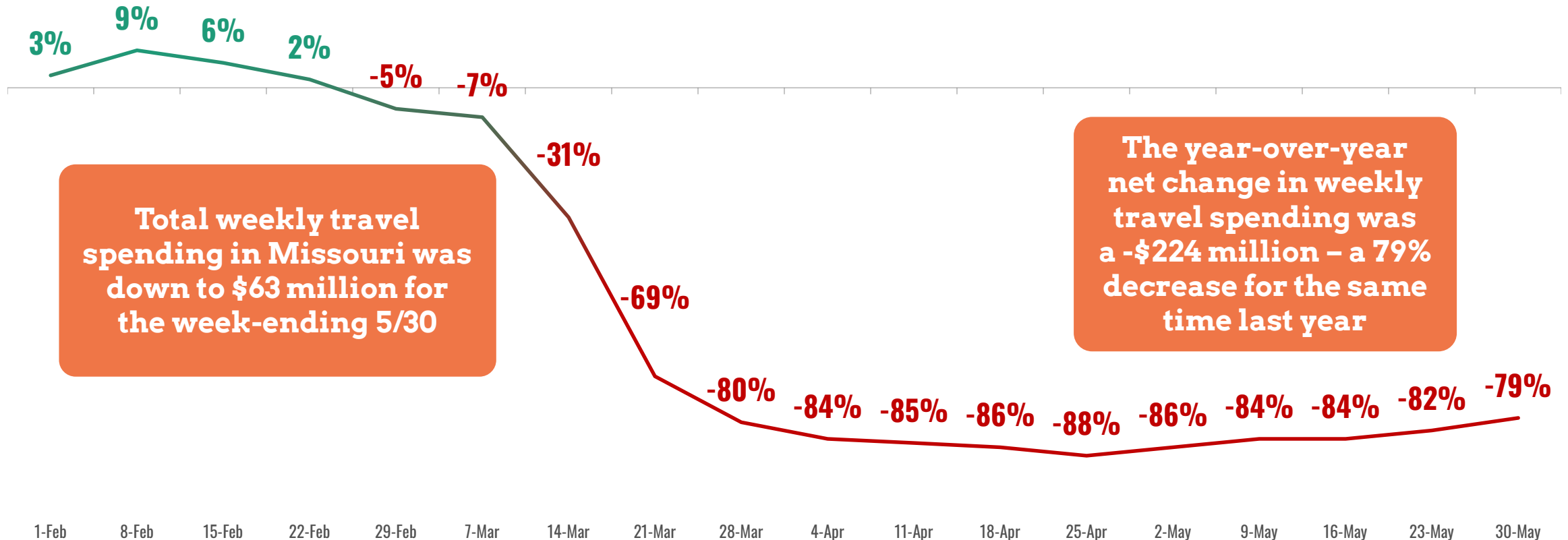
# Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit responses in the early part of 2020.

## Economic Impact

### Year-Over-Year % Change in Weekly Travel Spending in Missouri

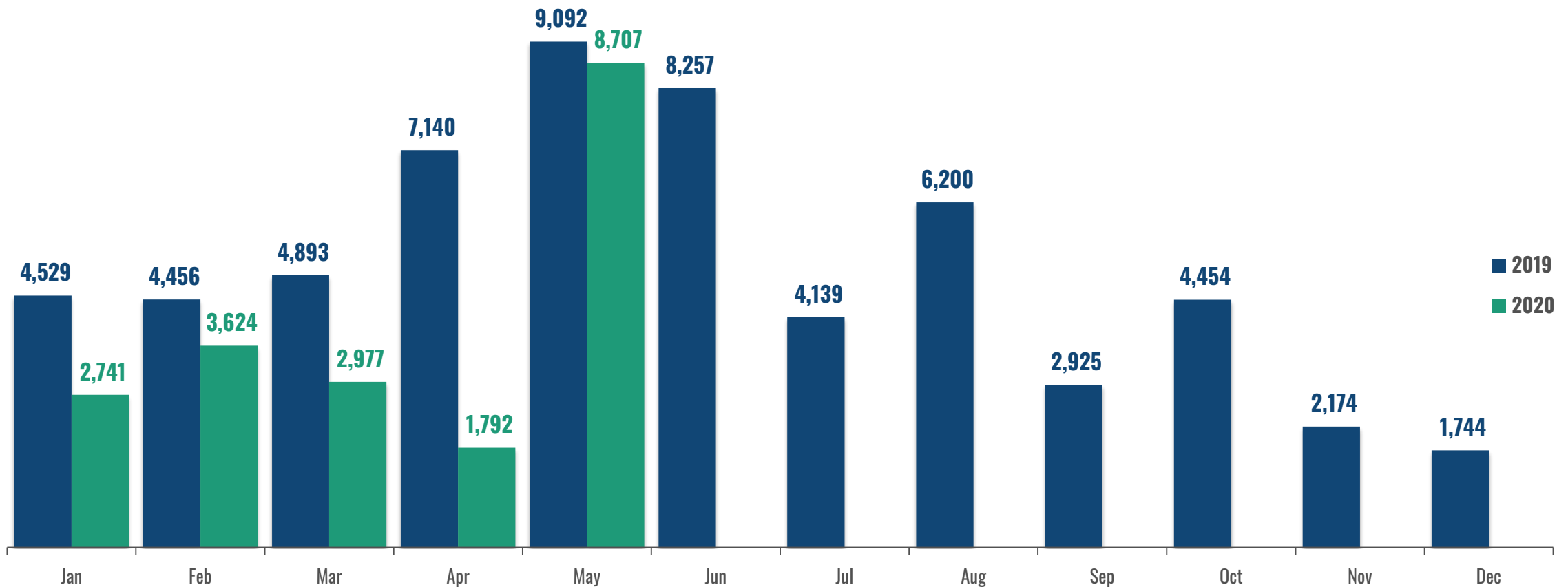


# Missouri Travel Barometer



No significant marketing to drive website traffic or to solicit travel guide orders in the early part of 2020.

## Fulfillment of Travel Guide Orders from All Sources



*Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.*



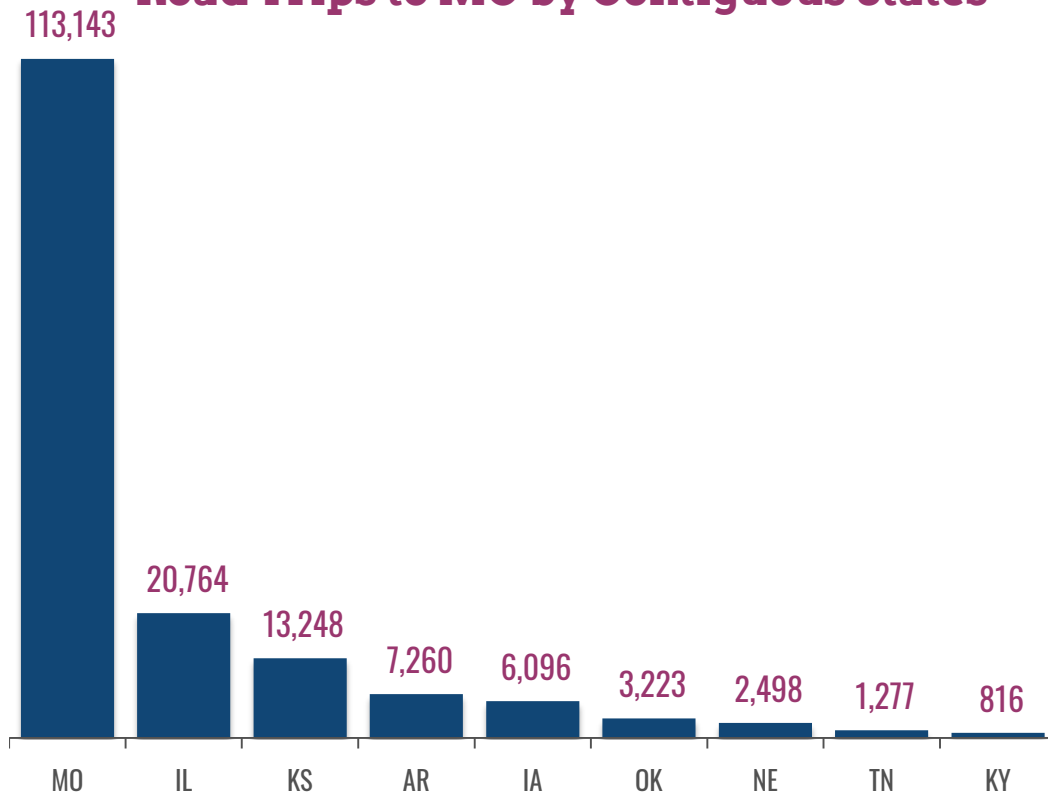
# Missouri Travel Barometer



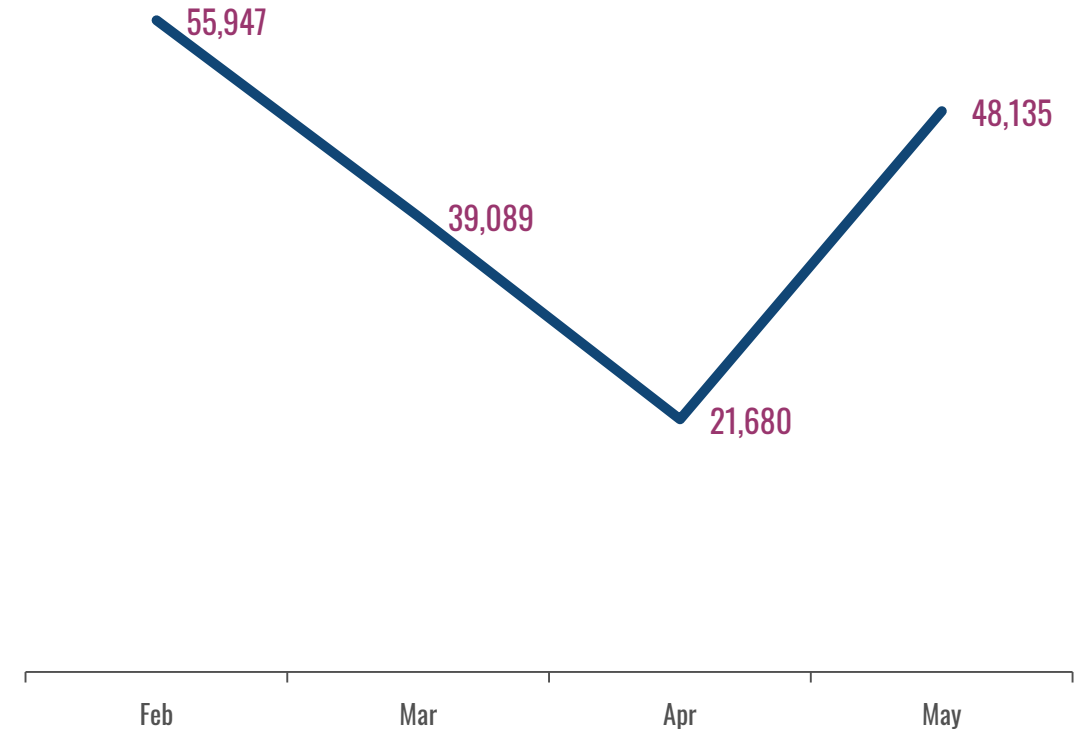
Daily drive trips of US travelers who moved at least 50 miles from their home and spent a minimum of 2 hours in Missouri.

## Road Trips to Missouri Reported by Arrivalist

Road Trips to MO by Contiguous States



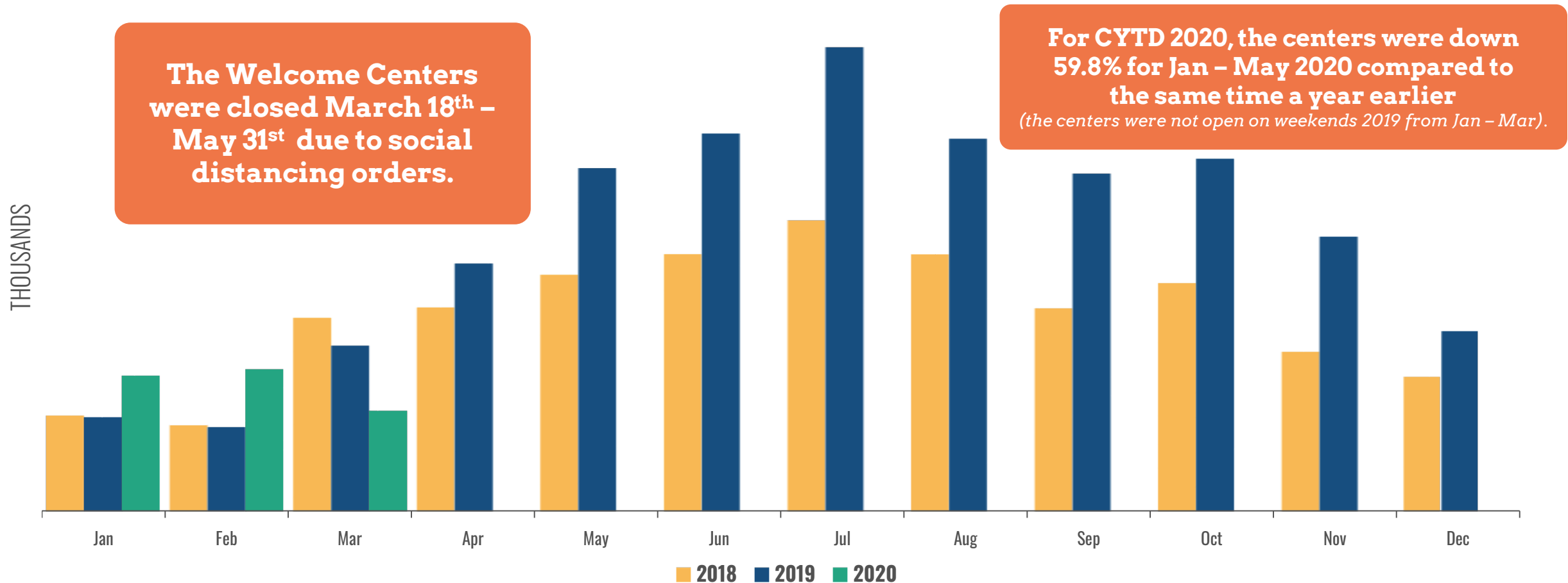
Road Trips to MO by Month (All States)



# Missouri Travel Barometer



## Welcome Center Visits: 2020 Calendar Year to Date through May



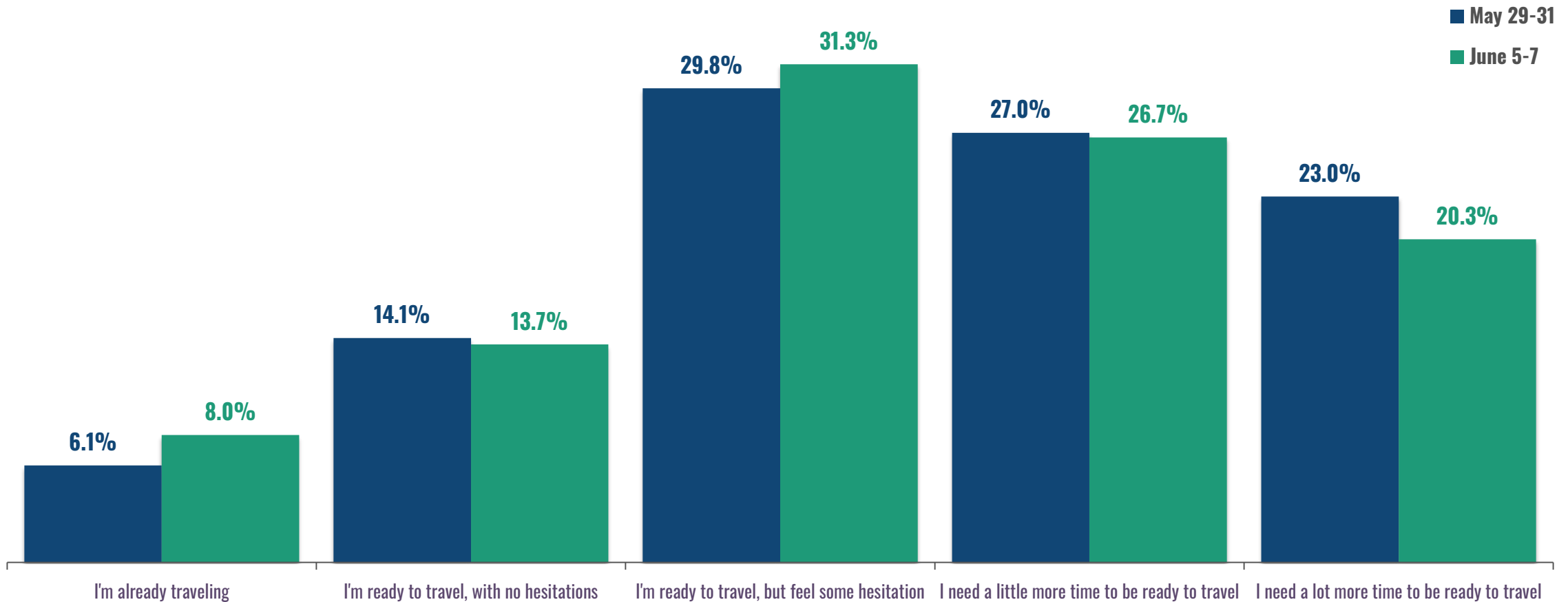
*Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns.*

# Missouri Travel Barometer

More Americans report that they are already traveling or feel ready to travel.



## Americans' Travel State of Mind



Source: Destination Analysts

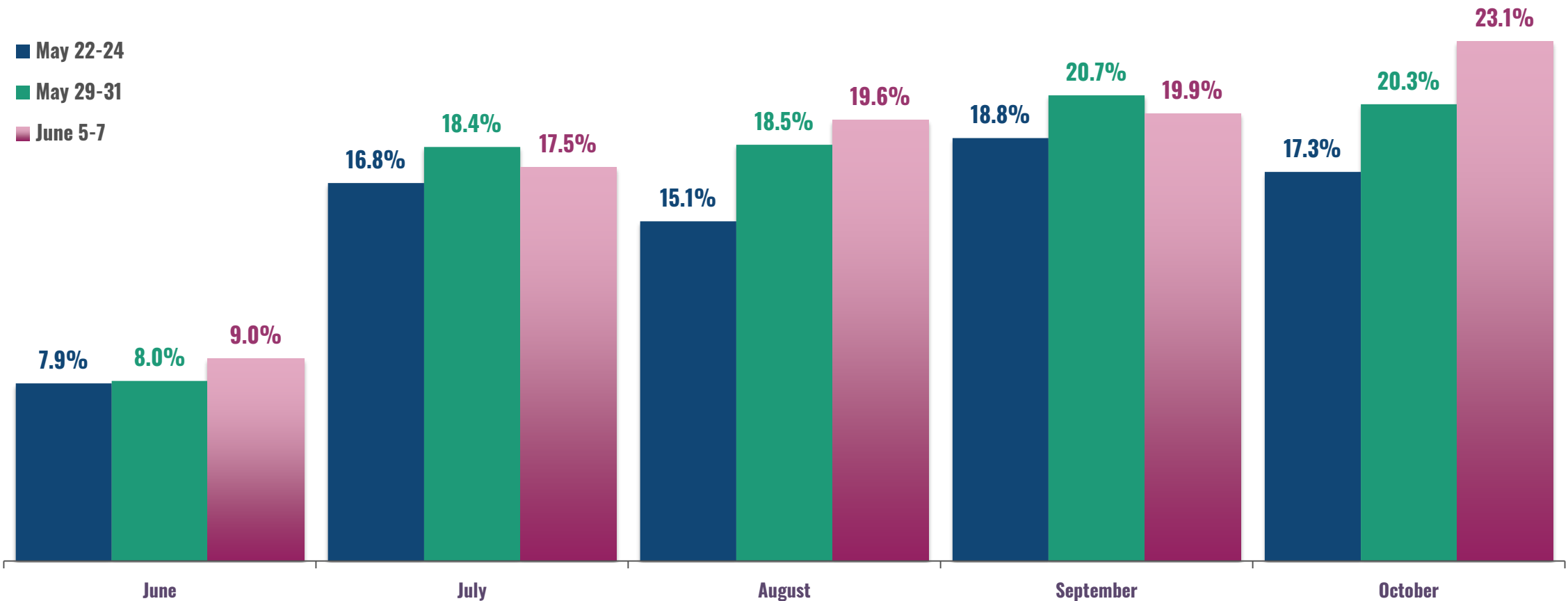
Question: When it comes to getting back out and traveling again, which best describes your current state of mind? (Select one)

# Missouri Travel Barometer

More Americans have tentative leisure trip plans in the upcoming months.



## Months of Upcoming Travel Plans



Source: Destination Analysts

Question: Even if only tentatively scheduled, in which months of this year do you currently plan to take any leisure trips?



# THANK YOU

